

Bachelor thesis „Unified visual identity of schools deals with a visual presentation of elementary and secondary schools. Theoretical part explains a subject of the unified visual identity of schools and describes fundamental parts and phases of the creation. This section is written in the way it can serve as a manual for a right creation of the unified visual identity. On top of that, current situation of schools in this regard is thoroughly described and compared with international peers. Empiric part examines the existence of the unified visual identity in the Czech Republic. This part explores electronical materials of schools which can be a part of Corporate Identity and compares them with commercial entities. Another benefit is the draft of minimum graphic design manual for practical use in the school environment.